

**SUM-**  
**-MER**

SCHOOL

*introductory*



**Graphic Design in Branding**

## TECHNICAL FILE

### **Summer Graphic Design in Branding – 1st edition**

Strategic Design, Visual Identity Systems and Brand Experience

**Credits:** 10.

- The educational planning of all IED Master courses is based on the criteria set by the **European Higher Education Area (EHEA)**.
- IED Master employs a system of credits that follows the structure of the **European Credit Transfer and Accumulation System (ECTS)**.
- IED Master issues its own exclusively private degrees.

**Language:** English.

- A TOEFL 550 or IELTS 6.5 level of language knowledge or equivalent is required for those students whose mother tongue is not English.
- Some classes and/or lectures may be given by international guests and in these cases the working language will be English and Spanish. There is also the chance that additional educational material or recommended activities will be provided in English and/or Spanish.

**Unlocking IED Barcelona, welcome activity for international students:**

June 28th 2019 (optional attendance).

**Duration:** 1st to 26th July 2019.

**Timetable:** Monday to Friday from 9.30 am to 2.30 pm.

July 26th afternoon: Diploma award ceremony.

Some sessions may take place outside these hours in the case of making up for missed classes or extra activities.

## **PRESENTATION**

Designing the visual identity of both companies and products, as well as events and services, has changed considerably in today's world. Brands are now dynamic, mutable, adaptive and evolutionary. They are no longer static and many devices and platforms exist now where these visual identity systems are deployed. A strategic approach and efficient design are required that are capable of addressing these trends.

Summer Graphic Design in Branding analyses the relationship between visual interface and user experience and its connection to print and digital media, social media and digital dissemination and promotion platforms, print media and how it is applied in our immediate surroundings.

## **GENERAL COURSE OBJECTIVES**

- To provide an introduction to the various production stages of a visual design and communication project geared towards visual identity systems.
- To work with various techniques of representation, produce models (dummies), present budgets and understand project management, as well as production processes and their implementation.
- To explore new design criteria based on case studies and other project methodologies (visual design thinking), analysing the various solutions provided by students for the same problem within a specific project.
- To learn about materials, tools and strategies, as well as the techniques and technologies associated with graphic design and visual communication.
- To develop creative concepts and the ability to address branding projects with effective and functional/aesthetic design and communication.
- To develop skills in order to correctly present a professional project.
- To interpret trends and learn about technological and innovation advances.

## **IED MASTER BARCELONA METHODOLOGY**

The IED Master philosophy is built upon design culture, using a methodology based on learning by doing and applying various creative and innovation process methods through project-based learning.

The IED Master training programme is set within a multicultural and multidisciplinary context and combines theoretical-technical specialisation with theoretical content and practice during the completion of projects.

The learning process involves an educational team of practicing professionals from the fields of business, design and communication.

## **SPECIFIC COURSE METHODOLOGY**

Methodology based on case studies and other project methodologies such as visual design thinking.

The Summer Course is essentially focused on observing, analysing, comparing, creating and developing strategies, resources and methodologies when designing visual identity systems. These can be applied to corporate identity, branding, wayfinding, event and product design, exhibition spaces, social media and digital media.

It encourages creativity, new design trends and training a designer's way of thinking (becoming aware) in order to project and design responsibly with a view to both the present and future.

## **STUDENT PROFILE**

The course is primarily aimed at people who want to begin learning about or already have a knowledge of the main tools to create design and visual communication projects and acquire a foundation of the basic concepts in the world of graphic design and especially visual identity, branding and brand culture.

Designers from other fields, graduates and students of fine arts or communication, photographers, editors, publicists, printers and entrepreneurs who wish to expand on their knowledge of strategic graphic design. University students, graduates or holders of diplomas in the field of graphic design and visual, interactive communication.

Previous knowledge of Adobe Photoshop, Illustrator, InDesign and Acrobat will be taken into account, given that the course does not include any classes that teach the use of these tools and all students will complete their projects by using the program with which they are familiar.

## **CAREER OPPORTUNITIES**

The introductory nature of the course favours the use and adaptation of its content to various professional opportunities according to the profile and prior experience of the students.

## **SKILLS ACQUIRED**

These are the theoretical and practical skills acquired throughout the course, including the knowledge, skills and attitude required to perform a specific career activity.

### **IED MASTER BARCELONA GENERAL SKILLS**

- Research skills.
- Teamwork skills.
- Creative entrepreneurial and leadership skills.
- Management skills.
- Communication skills.
- Ethical, social and sustainable commitment skills.

### **SPECIFIC COURSE SKILLS**

- Strategic, methodological and project management skills.
- Ability to create, conceptualise and systematise with images and typography.
- Contextualise, propose, structure and argue visual identity projects based on the theoretical/practical knowledge acquired during the course.
- Ability to prioritise and correctly apply typography in a design and visual communication project.
- Ability to conceptually and formally observe, analyse and synthesise.
- Technical/technological use skills.
- Learning how to decide when it comes to applying, reproducing and completing a project.
- Creating a final document that is ready to be produced and implemented in various formats.

## **PROGRAM**

### **Foundations**

- The foundations of visual identity and brand design.
- The iconographic message.
- Adaptive, dynamic and evolutionary visual identity systems (case studies).
- Personal branding (case studies).
- Project management: basics of project management.

### **Strategy**

- Brand purpose, personality, essence and guidelines.
- Brand language, naming/phonetic brand, verbal brand.
- Users/consumers, market research and benchmarks.
- Storytelling: brand communication and narratives.
- Branding brief.
- Brand management.
- Notions of marketing: advertising and propaganda.

### **Development**

- Visual identity: logo design, basic elements of brand identity (typography, colour, shape, identification unit, priorities).
- Development of visual identity system.
- Identity manual: rules for use and application.

### **Implementation**

- Brand touchpoints: interaction or communication between a brand and its customers.
- Media: digital, print, physical.
- Brand experience: customer experience, brand environment.
- User experience (UX).
- Principles of digital brand/social media branding.
- Brand positioning.
- Public engagement: social media, marketing and advertising campaigns.

## COORDINATOR

Area specialist coordinator is available for advice in each course and is actively engaged in designing its curriculum and content in collaboration with the Master Area Academic Department.

Course coordinator also helps to incorporate sector-specific teachers and is responsible for maintaining relationships with companies and institutions within the knowledge field of the course.

### ERIC OLIVARES

Graphic Designer. Diploma in Illustration and Master in Digital Arts.

Prizewinner at the 14th International Poster Biennial in Warsaw (Poland), as well as other international awards in America and Europe, his work can be found in the collections of museums and institutions such as the Museum of Design in Zurich (Switzerland), Poster Museum in Warsaw (Poland), National Graphic Design Union in Paris (France), Moravian Gallery in Brno (Czech Republic), Colorado International Invitational Poster Exhibition, Colorado State University (USA) and Design Museum in Barcelona. He has given lectures and workshops at various international congresses and events, such as the 22nd International Biennial of Graphic Design Brno 2006, Jury Member at the Taiwan International Design Competition 2009, 11th International Poster Biennial Mexico 2010, International Poster Biennial in Bolivia (BICeBé 2015), Italian Poster Biennial 2015 and 12th Brazilian Graphic Design Biennial Brazil 2017. Author of the book *Dibujo para diseñadores gráficos* (Drawing for Graphic Designers), published by Parramón, as well as several articles and contributions to international specialised magazines and books. Member of the “Lletraferits” Spanish typographic collective.

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[www.ericolivareslira.com](http://www.ericolivareslira.com)

## **RELATED COURSES**

Summer Creative Illustration.  
Summer Fotografía de Moda.  
Summer Diseño Gráfico.  
Summer Estampación de Moda.  
Summer Experimental Jewellery Design.  
Master Diseño Gráfico.  
Master Virtual Design.  
Master Interaction Design.

## **GENERAL ENTRY REQUIREMENTS**

The application for all IED Barcelona courses is made directly with the Orientation and Admissions Department Advisors or through an online Admissions Platform. Your Advisor will give you the credentials to access the platform once you want to start the Admission Process.

Documents required:

- Scanned copy of DNI (Spanish students) or passport (foreign students).
- Scanned copy of studies (minimum of secondary school).
- Letter of motivation in the language of the course.
- CV in the language of the course specifying language and IT skills.
- Advanced knowledge of Spanish or English as appropriate. Courses in English require an intermediate level, corresponding to TOEFL 550 or IELTS 6.5. Courses in Spanish require a B2 language level. If a prospective student has neither of these certificates, his or her language skills will be assessed in a face-to-face interview or via a Skype call.
- Portfolio for creative courses or admission exercise if required.

Candidates who have passed the admission process will be able to access the summer courses, through which they will be evaluated in order to find out if their profile is adjusted to the level of the course.

Students must complete the course satisfactorily in terms of knowledge and show an attendance of more than 80% to obtain the Diploma.

## **ADDITIONAL COSTS**

All additional costs will be paid by the student (project specific material, cardboard, printing...).

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Rio de Janeiro

## SUM- -MER

COURSES

**Innovation and Future Thinking**  
**Design Thinking for Business Transformation**  
**Design Thinking and Co-Creation**  
**Rural Design**  
**Service Design for Innovation**  
**Future Materials in Fashion: Lifestyle, Trends and Design**  
**Fashion Product Management**  
**Moda Sostenible**

**Diseño de Interiores Comerciales: Gastronomía y Retail**  
**Packaging Design**  
**Diseño de Mobiliario**  
**Diseño de Producto Deportivo**  
**Beachwear Design**  
**Estampación de Moda**  
**Fashion Trends Investigation**

**Decoración y Estilismo de Interiores**  
**Global Design**  
**Diseño Gráfico**  
**Creative Illustration**  
**Social Media Management**  
**Diseño de Joyas**  
**Experimental Jewellery Design**  
**Marketing de la Moda**  
**Visual Merchandising**  
**Asesoría de Imagen y Personal Shopper**  
**Fashion Styling**  
**Fotografía de Moda**  
**Graphic Design in Branding**  
**Fashion Design Research**

**Global Design** Junior  
**Diseño de Moda** Junior  
**Fashion Design** Junior  
**Ilustración y Animación Creativa** Junior